



Innovation Procurement Experience in Europe:

Innovation Procurement Support Service in
Germany and the EU network of
Procure2Innovate

Doris Scheffler

EU Contact Point of Public Procurement of Innovation

c/o ZENIT GmbH

Agenda

1. Region of North Rhine-Westphalia (NRW)
2. ZENIT GmbH
3. Service for Innovation Procurement in NRW
4. KOINNO – EU Contact Point for Public Procurement of Innovation



North Rhine-Westphalia (NRW)



The best location factors for NRW

A dynamic business location with convincing location factors, situated in the heart of Europe – North Rhine-Westphalia (NRW) offers all this and more. It is the most populous and most densely populated of the 16 German federal states. With its location factors, NRW is the most important economic region in Germany and has for years been one of the most popular investment locations for foreign companies in Europe. We have compiled the best location factors here.

North Rhine-Westphalia (NRW)



Dynamic business location in the center of Europe

NRW is the most populous state in Germany. With its 17.9 million inhabitants, there are more people living here than in the neighboring Netherlands. At around 705 billion euros, they generate more than one-fifth of the total German gross domestic product. If NRW were a country in its own right, it would rank 22th internationally ahead of Sweden, Poland and Belgium. More than 160 million people live within a radius of 500 kilometers (311 miles) around the state capital Düsseldorf. No other European metropolitan region possesses such purchasing power.

North Rhine-Westphalia (NRW)



Industrial heartland of Germany

In 2018, the industrial enterprises based in NRW generated sales of nearly 358 billion euros – which is 18.4 percent of industrial sales in Germany. 19.7 percent of the employed population of NRW work in the industrial sector. With the Ruhr Metropolis as its core, NRW is the strongest industrial region in Europe. NRW is home to large industrial corporations of world standing as well as dozens of smaller companies which are leaders in their respective business fields.

Industries:

Mechanical engineering, Chemicals, Metal production, Food & Beverages, Automotive, Metal products, Electrical engineering, Rubber & plastic, Glass & ceramics

North Rhine-Westphalia (NRW)

Home of the world market leaders

One out of four German world market leaders comes from NRW. These champions and "hidden champions" come from all economic sectors. And that is not surprising if you look at the corporate landscape in North Rhine-Westphalia: 20 of the 50 highest grossing German companies are based in NRW. These include such renowned global players as Bayer, Bertelsmann, Deutsche Post DHL, Deutsche Telekom, E.ON, Henkel and Thyssen Krupp. In addition, 12 of the 40 largest retail companies such as Aldi, Metro and Rewe are based in NRW. But above all, around 712,100 small and medium-sized enterprises (SMEs) form the economic backbone of the state. This broad economic base produces top achievements. Many of the companies are world market leaders and innovators in their segments. They are magnets for international firms because many investors are looking for cooperation partners in the development of products, production processes, service or research. These partners can be found in NRW.

North Rhine-Westphalia (NRW)



Germany's No. 1 Investment Location

Around 20,000 foreign companies have already invested in NRW and control their German or European activities from here. These include global concerns such as 3M, BP, Ericsson, Ford, Huawei, QVC, UPS, Toyota and Vodafone. They make NRW the No. 1 investment location in Germany, as more investment flows to NRW from abroad than to any other German federal state: NRW accounts for 26.1 percent of all foreign direct investments (FDI) in Germany. Foreign companies have thus become an important employer in the state, providing jobs for about one million people.

North Rhine-Westphalia (NRW)



World Class in Research and Development

Whether at the elite universities RWTH Aachen and Cologne, Forschungszentrum Jülich, the German Aerospace Center, nine institutes of the Leibniz Association, 14 Fraunhofer and Max Planck Institutes as well as 56 collaborative research centers at universities – every day, many thousands of scientists and developers advance the know-how in their fields a little more. This creates ideal conditions for innovation and technology transfer in the densest research network in Europe.

North Rhine-Westphalia (NRW)



Poised to become Germany's leading digital location

Every fifth German startup now comes from NRW. This is not surprising as the state offers an exciting market with nearly 18 million inhabitants, More than 712,000 small and medium-sized enterprises and a large number of global players from trade and industry. A strong ICT industry, an outstanding talent pool, 70 universities and top researchers in all major areas of digital change offer an excellent environment for companies in the digital economy to develop in NRW.

Agenda

1. Region of North Rhine-Westphalia (NRW)
2. ZENIT GmbH
3. Service for Innovation Procurement in NRW
4. KOINNO – EU Contact Point for Public Procurement of Innovation



Key Facts

Zentrum für Innovation und Technik in Nordrhein-Westfalen GmbH

Mission

Support of innovation and technology, above all in SMEs, in North Rhine-Westphalia

Management

Jürgen Schnitzmeier
Dr. Karsten Lemke
(Managing Directors)

Bernd Meyer
(Authorized Signatory)

Facts and figures

€ 4,0 million turnover (2016)
Non-profit, project-based business, regional (NRW), nationwide and EU clients, established in 1984

Personnel

Approx. 60 employees
Interdisciplinary team

Areas of expertise

Europe/International

- Information on EU-related topics
- Internationalisation
- Mediation of cross-border partnerships

Politics/Networks

- Innovation/technology policy
- Innovative public procurement
- Regional/structural analyses
- Management of innovation networks

Funding

- Information on funding
- Assessment of project ideas
- Identification of best programmes
- Help with applications

 **Funding hotline (0208 30004-39)**

Innovation

- Technology transfer
- Innovation management
- Technology appraisals
- Technology scouting
- Digitalisation
- ...

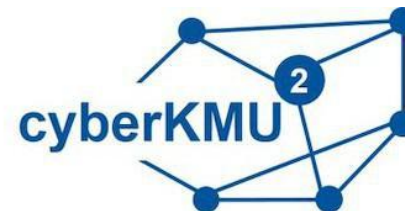
Current Activities



Wir stehen Unternehmen zur Seite
NRW.Europa



Kooperationsnetzwerk Funktionsintegration
und neue Oberflächen für das
Automobilinterieur der Zukunft



Agenda

1. Region of North Rhine-Westphalia (NRW)
2. ZENIT GmbH
3. Service for Innovation Procurement in NRW
4. KOINNO – EU Contact Point for Public Procurement of Innovation



Services for Innovation Procurement in Germany

- In 2011 launch of innovation procurement on federal and regional level in Germany by ZENIT
- In 2012 start of EU Contact Point for innovation procurement in North-Rhine Westphalia (NRW) at ZENIT
- In 2013 the German Federal Government for Economic Affairs and Energy (BMWi) launched the Competence Centre for Innovation Procurement (KOINNO)
- Since 01.01.2017 ZENIT is part of KOINNO as EU Contact Point for Public Procurement of Innovation

Implementation of Innovation Procurement in NRW

- Starting point: 2012 on ministerial level
- Brainstroming with the Ministry of Innovation, Science and Technology NRW – How to implement innovation-oriented public procurement in NRW
- Building a inter-ministerial working group:
 - Informing about EU procurement policy
 - Explaining the funding instruments Pre-commercial procurement and Public Procurement of innovative solutions
 - Discussing opportunities for synergies between different finance sources (FP 7, CIP, HORIZON 2020, ERDF, RIS3-Strategy etc.)

Implementation of Innovation Procurement in NRW

Results:

- Implement innovative public procurement in the innovation and research strategy in NRW – done in July 2013
- Building a competence center for innovative public procurement at ZENIT for information, consulting service and showing best practice
- Internal analysis of the participation of German/NRW actors in PCP and PPI projects since 2009 on behalf of the Ministry for Innovation in NRW
- Internal analysis of the participation of NRW actors in public R&D funding on regional, national and EU level in order to find opportunities to support them using synergies between funding from all sources on behalf of the Ministry for Innovation in NRW

Services for Innovation Procurement in NRW

Activities – going into public

General information events with 150 participants and more

- International: Berlin 2013, Brussels 2014
- National: in order to reach stakeholders in Germany: Bonn 2015
- on regional level

Services for Innovation Procurement in NRW

Activities – going into public

Workshops

- for special groups (e.g. business administration managers of university hospitals, European Police College (CEPOL))
- In-house workshops (e.g. Chamber of Agriculture, City of Cologne, Research Center Jülich, DLR)

Services for Innovation Procurement in NRW

Support for proposers in EU Funding Programmes

- informing about current calls
- in-house workshop – how to prepare a proposal, structure of the consortium, break-down of costs (budget), etc.
- partner search
- assistance in writing the proposal
- offering the opportunity to join the consortium for dissemination and project management activities

Services for Innovation Procurement in NRW



Support for proposers in EU Funding Programmes - Results

- ca. 15 in-depth consulting – proposal preparation
- 11 projects were submitted
- 7 projects were successful:
 - THALEA I (PCP) and THALEA II (PPI)
 - PRO4VIP (CSA)
 - STARS (PCP)
 - AntiSUPERBugs (PCP)
 - Nightingale (PCP)
 - CIVLnEXT (PCP)

Thalea⁾⁾⁾



Agenda

1. Region of North Rhine-Westphalia (NRW)
2. ZENIT GmbH
3. Service for Innovation Procurement in NRW
4. KOINNO – EU Contact Point for Public Procurement of Innovation



KOINNO – Competence Centre for Innovative Procurement

- Started in 2013 on behalf of the German Federal Ministry for Economic Affairs and Energy
- Aim: Foster sustainable, innovation oriented public procurement
 - Procurement of innovations
 - Innovation in procurement processes
- Coordinator: Association Supply Chain Management, Procurement and Logistics since 1st March 2013



Our services:

Consultancy

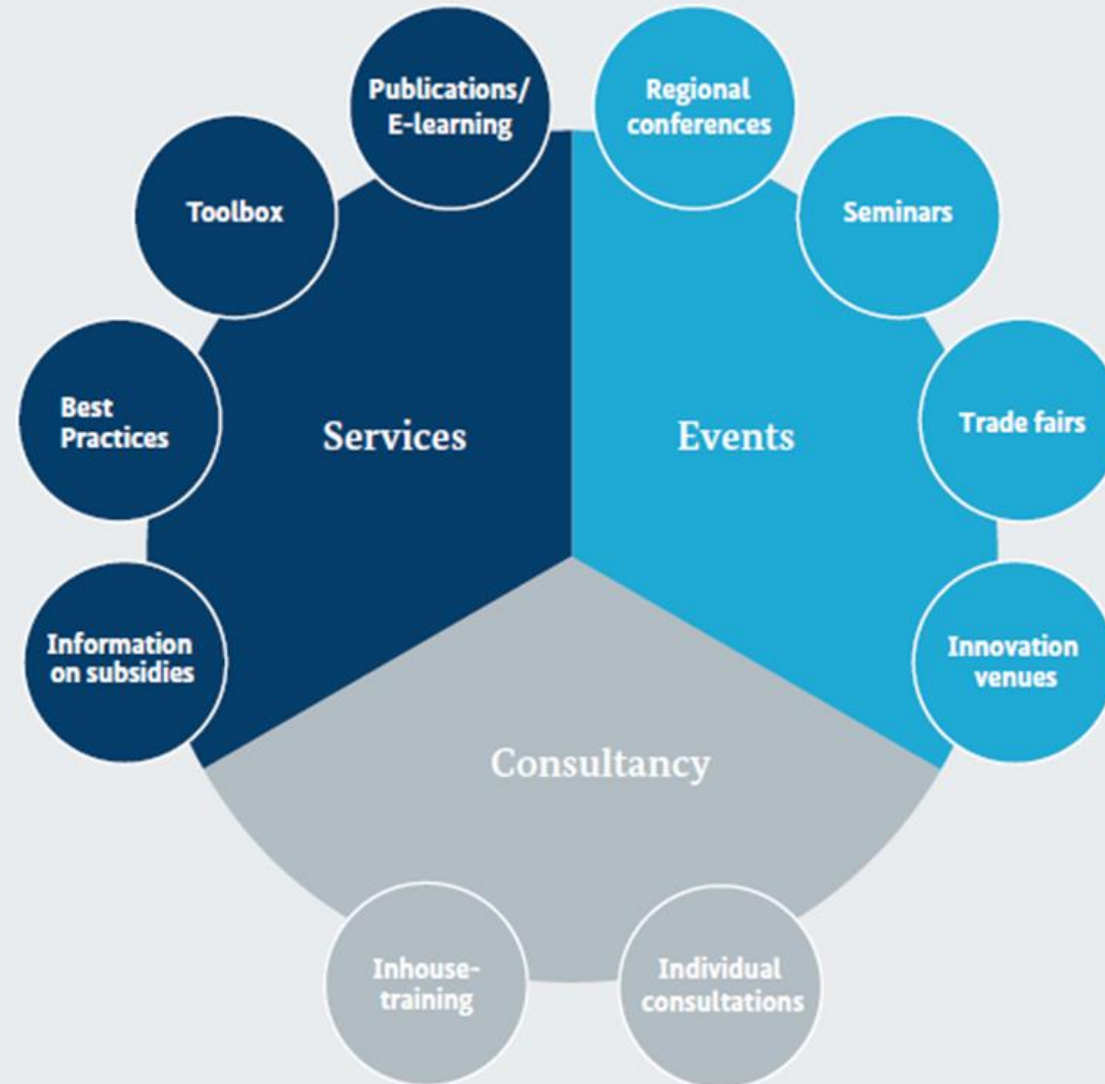
Free consultations for all public procurement bodies on all general and individual questions relating to innovative procurement and European subsidies

Services

Collection of practical examples, procurement tools, publications, training videos and practical information

Events

Events on innovative public procurement topics – build your personal network, exchange ideas and expand your knowledge!



KOINNO – EU Contact Point for Public Procurement of Innovation



ZENIT became partner of the KOINNO team on the 1st January 2017 !

Function:

EU Contact Point for Public Procurement of Innovation not only in NRW but for all potential proposers in Germany!

Aim:

Enhance the number of German participants in EU projects for innovation procurement

KOINNO – EU Contact Point for Public Procurement of Innovation

Support Services / Assistance to Procurers in Germany

Information	Advice
<ul style="list-style-type: none">• Newsletter• Special events• Exchange of experience	<ul style="list-style-type: none">• Customised advice• Assessment of project ideas• Funding recommendations• Workshops
Project support	Partner mediation
<ul style="list-style-type: none">• Coaching• Proposal check• Strategic consortium building	<ul style="list-style-type: none">• Search for international partners• Mediation of German partners for international projects



Contact

KOINNO
EU CONTACT POINT
INNOVATIVE PROCUREMENT

Doris Scheffler

Leonora Yannakis

Hotline: 0208 – 30004-40

eMail: koinno@zenit.de

Internet: <https://www.koinno-bmwi.de/en/eu-funding/>